

# Educational & Corporate London Tours

Explore a different side to London and let us show you what is unusual and unforgettable about the capital.

Alternative walking tours for individuals and groups

0044 (0)20 7183 1055  
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# Insider London



An award-winning and highly acclaimed walking tour company, Insider London excels at showing what makes London one of the most vibrant and cosmopolitan capital cities in the world.

“We were delighted with the quality of the tours. Our guides informed in a friendly and approachable manner. As a tour manager, this first experience with Insider London has convinced me to make their walking tour a permanent feature of our annual trip. Thanks to everyone at Insider London for all their help making this a memorable event”

Insider London offer a unique variety of alternative London Tours suitable for the visiting tourist, local Londoner, private party, student group or larger corporate event. All our guides live on London’s doorstep and are often part of its creative community, working as artists and performers.

If you’re a group visiting the UK for the first time or are a born-and-bred Londoner, our award-winning walking tours

give you the inside stories of the very best London has to offer. From the ancient alleyways of Smithfield to the striking skyscrapers of Canary Wharf, we will show you an unusual and unforgettable side of the capital.

Insider London is an experienced walking tour company offering unique insight into a thriving global city. Whether visiting with friends, family, students or colleagues discover insider secrets at a time and date of your choice.

To find out more about individual  
tours and business visits

email  
[contact@insider-london.co.uk](mailto:contact@insider-london.co.uk)

or call us today on  
**0044 (0)20 7183 1055**





With experience working with clients such as Barclays, J.P.Morgan, Ikea and University College London, and with some of the best guides in the capital, award-winning Insider London regularly organizes innovative Walking Tours and In-Depth Business Visits for groups ranging from 6 upwards.

# In-Depth Business Visits



Discover the secret to London's success with an in-depth behind-the-scenes visit. Meet some of the world's most powerful and innovative business players including:

- Think Rise – Europe's largest fintech co-working space, by financial giant Barclays, analyses the practical application of creativity and collaboration in business.
- Verb Brands – the young, approachable CEO of one of the world's leading luxury digital marketing agencies, shares industry insight and inspires entrepreneurial success.
- Architecture 00 – sustainability experts at the forefront of research, planning and design explore the future of urban living.
- DigitasLBI – this member of the Publicis group unravels the complexity of the modern consumer and the advanced technology of social analytics.
- Wayra – a world-leading start-up accelerator programme explores the secrets behind the rising star.

Get in touch via [contact@insider-london.co.uk](mailto:contact@insider-london.co.uk) to start creating the perfect package for your professional and academic needs. Each visit will include a key Q&A opportunity as well as insider account of the company's growth.





# Alternative Walking Tours



## Our tours are different.

Experience another side of London with unique educational and historical tours. Whether your interests are the latest street art sensations, or “greenscraper” technology, broaden your perception of the city we know and love. Come and experience an unusual and unforgettable side to the capital.

“People who know London well will learn new things, while people who come here for the first time will get an interesting first impression of the city centre and hear stories they will definitely remember for a long time.”

- City Finance Tour
- Canary Wharf Tour
- Silicon Roundabout/Tech City Tour
- West End Retail Design Tour
- East End Retail Design Tour
- Kings Cross Regeneration & Innovation Tour
- Modern Architecture Tour
- Sustainable Architecture Tour
- Cutting-Edge Green Tour
- Shoreditch Street Art Tour
- London Underground/Tube Tour



*“Tour guide was clearly very knowledgeable and passionate”*

# City Finance Walking Tour



In two hours, discover the past and present of one of the most vital, yet mysterious districts of the capital.

Our City and Finance Tour examines how the City of London became the world's finance hub. This is an exploration of the founding of the Bank of England, the evolution of the Stock Exchange and the history of the family merchant bank commonly known as the Rothschild's.

Diverse themes such as the role of seventeenth-century coffee houses, the Napoleonic Wars and the ancient and unusual political system of the City will be discussed. Traverse the wide streets and winding alleys of this unique district, making vital stops at national icons such as Bloomberg HQ and Lloyd's of London.

The present and future for London as a global financial centre and the competition it faces from other major cities will also be explored with particular reference to current affairs.



# Canary Wharf Walking Tour



Venture to the City's financial rival, for a Finance Tour with a twist. A far cry from the noble City, this desolate and derelict site has undergone a remarkable transformation over the past 30 years.

Canary Wharf is now one of the most important financial centres in the world with a workforce of 120,000 – but regeneration has been a bumpy ride punctuated by bankruptcies and bitterly contested buy-outs.

Beginning at the award-winning Canary Wharf station, in two hours the vital role of transport links in both impeding and encouraging growth will be explored, alongside a presentation of the major financial institutions that call Canary Wharf home like HSBC World HQ, Citigroup and JP Morgan Chase.

Journey through the striking design and architecture as our guides discuss the future of the area including the critical implications of Brexit. This is a whistle-stop tour of finance, history, urban regeneration and topical affairs.



*"The tour was extremely interesting, offering different views on this new area...[our guide] was really knowledgeable about recent financial news as well as the history of Canary Wharf. I greatly enjoyed the tour."*



# Silicon Roundabout / Tech City Walking Tour

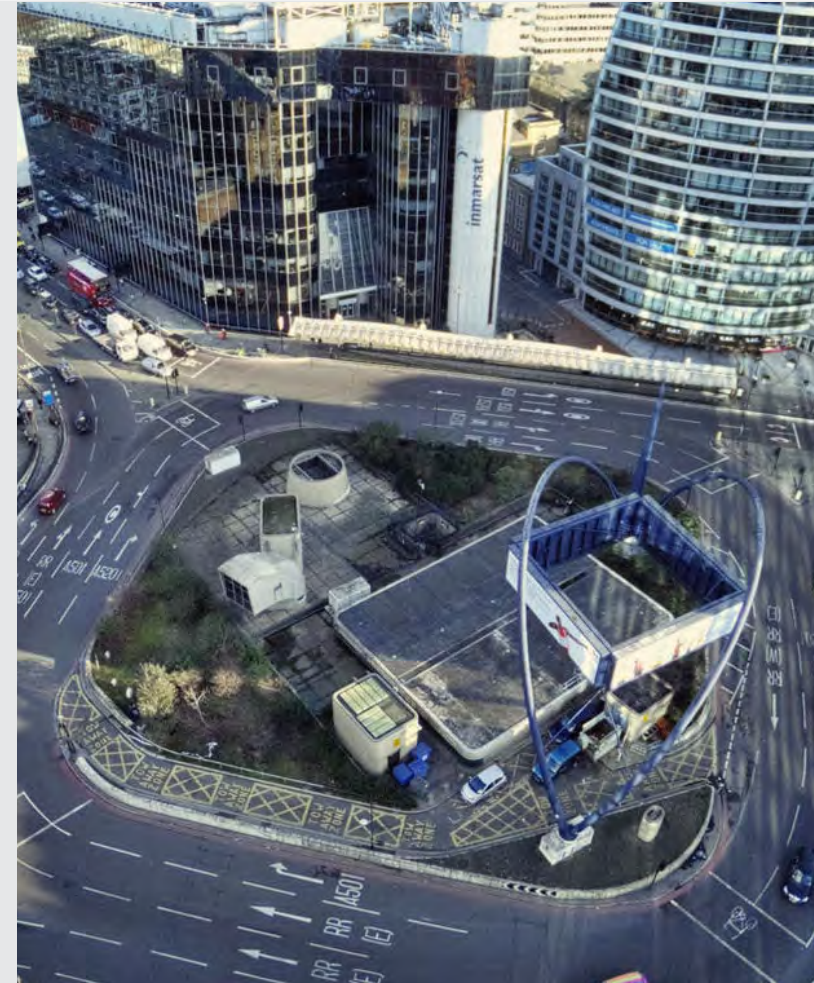


Join us for a detailed analysis of how and why such a small East London area is beginning to rival Silicon Valley and how it became critical to the UK's post-recession recovery.

This tour focuses on the business ecosystem of the area, and examines the relationships between small businesses and big businesses. Using impressive case studies, such as ASOS, Spotify and Zoopla our guides will discuss why London and the Silicon Roundabout have an advantage over other global technology clusters.

Experience the real-life manifestations of abstract Business Studies terminology, and how their practical application is a pathway to success. Providing a balanced perspective, the many challenges faced by small businesses will be discussed with particular reference to the Silicon Roundabout zone.

This tour begins at the unique Shoreditch Grind and finishes at Google Campus. As you traverse the area's art-lined streets, discover this area's incredible transformation to a vibrant zone of innovation.



# West End Retail Design Walking Tour



This tour features some of London's most exciting retail interior designs as well as their unique backstories.

Venture through luxury Mayfair and flashy Soho, stopping at some of the hippest boutique shops these fashionable districts have to offer. This is the ultimate masterclass in shopping.

This tour analyses the store design and visual merchandising of beautiful, hand-picked retailers, specifically in the luxury goods sector. Both independent stores and established chains are included, showcasing a vast range of aesthetics from the classic front to the cool modern design.

Discover how some brands add extra personality with a specific staff-profile or unique uniform, as just one aspect of the multi-faceted consumer experience hand-crafted by West-End retailers.

Following the presentation of each retailer by our knowledgeable guides, guests have a chance to enter and experience the multi-sensory appeal of retail design.



*"Shopping has never been this much fun - the best part about this tour are the stories behind each concept store...  
I even learned a lot of new things about some of my London favourites"*



# East End Retail Design Walking Tour



In stark contrast to the West End, immerse yourself in the unique vibe and vibrant energy of London's East End. A rich history characterised by waves of immigration has produced an area unlike any other in the capital.

This is an artistic hotspot where the most quirky and creative homegrown brands set up shop. Meet the trendy labels doing something different and creating unique retail experiences for their customers.

Venture down the road Vogue called "the coolest street in London" and "the Bond Street of the East". Discover why brands gravitate towards the East End, just to get their name on the map. Even heritage brands featured on the tour embrace the idea of constant change and dare to do things differently.

This is an in-depth tour with an eye on the past, present and future of one of London's most colourful hubs.





# Kings Cross Regeneration Walking Tour



Delve deep into the philosophy behind one of London's most exciting regeneration projects of recent years. The story behind the making of one of the capital's great icons will be revealed.

Our guides examine the curious history behind the zone and uncover the art, architecture and rich heritage including the mysteries of the towering gothic palace, the St Pancras Renaissance Hotel. In true London style, experience what appears to be a seamless blend of the historic and the modern. Our guides will uncover the behind-the-scenes debates and controversies.

Journeying into the present, this is a vital case study which explores the importance of public space in modern London as well as the impact of the transport hub. Kings Cross will be analysed as a unique business eco-system with the renewed appeal of the area to giants such as Google.

In two hours, unearth how history, business, planning and policy have come together to create an area of central London unlike any other.



*"A fascinating tour of a part of London that is changing dramatically"*

# London's Modern Architecture Walking Tour



This three and a half hour walking tour is perfect for exploring London's architectural wonders and getting the inside story on some of London's now iconic developments.

Discover how these contemporary buildings connect with the capital's rich history, the superstar architects behind the designs and the quirky and unusual features of London's innovative buildings – including one building that appears inside out!

This tour begins at Southwark Tube Station and traverses the twisty Millenium Bridge into the ancient promenades of the City of London. Along the way, the most iconic features of modern London will be visited and analysed.

A two hour bespoke option is also available aligning the rich history of Ancient Londinium with the modern avant-garde. With our London Skyline: Past & Present bespoke package, experience all the architectural diversity the capital has to offer.



# Sustainable Architecture Walking Tour



Take an in-depth look at the environmentally-friendly, uplifting buildings shaping London's landscape. From the world's first building with integrated wind turbines to a five storey carbon-neutral development, over 15 different approaches to sustainable building will be revealed.

Among the diverse range of buildings showcasing the practical application of green design, there are successes and so-called "greenwashing" failures. This tour explores the credited and the contested. Join us on a lively debate on London's sustainable architecture that seeks to dig deeper than the flashy headlines.

In two hours, explore how London's most ancient area is at the forefront of innovative technology and design, including the most sustainable office block in the world.

This tour starts at Liverpool Street, traverses the City and dips down to the Thames before finishing on London Bridge and gazing over some of the best panoramic views the capital has to offer .



*"This tour will obviously appeal to anyone with an interest in London's famous (and growing) skyline... likewise, those with a passion for architecture and/or the built environment... but I would also encourage anyone with a curiosity about London to give it a go. You will get to see a part of 'real' London!"*



# Cutting Edge Green Walking Tour



This is London's one and only Sustainability Tour, delving deep into the green roots of the capital.

Discover London's most environmentally-responsible and socially-savvy retailers, hotels and developments. This is an exploration of sustainability from a wide variety of angles, and its implementation by small and big business as well as local authorities.

As you traverse the West End find out how an old part of town is trying to retrofit itself into the future. From London's first ethical business hub to the Strand's five star accommodation, Covent Garden hosts both modern and Victorian sustainable design.

Crossing Waterloo Bridge to vibrant Southbank, the sustainability of some of London's most iconic "greenscrapers" will be discussed as well as the newest and most efficient transport initiatives. This two hour tour draws to a close near the Oxo tour, with discussion of a unique community taking sustainability into their own hands.



# London Underground Walking Tour



Venture through more than 150 years of unique social history, and get the low-down on one of London's greatest icons: the world's first subterranean railway.

Discover the controversial origins of the Underground as a path out of the grime and filth of the industrial revolution as well as the original construction methods of the very first lines.

Journey into the twentieth century, with our guides who will reveal how these first tangled tube lines expanded and smoothed to become the vital life-blood of the capital we all know today.

This was a turbulent tale full of colourful characters from the Victorian philanthropist who thought out of the box, to the American villain – chased out of Chicago!

This is a two hour journey through time, beginning at one of the first stations, Baker Street, and finishing at the startling sci-fi stop of Westminster.



*"OK, you have been to London and taken the Tube, but do you know the history?  
Take this tour for wonderful insights to this magnificent transportation system."*



# Shoreditch Street Art Walking Tour



From internationally-acclaimed artists to the local underground sensations, uncover the remarkable world of Shoreditch street art. This is an area with one of the highest concentrations of street art in the world.

This tour not only highlights some of the most stunning pieces the East End but also examines the essence of street art culture.

Beginning outside Shoreditch High Street Station, our guides will pinpoint some of the area's most exciting, creative and cultural hubs including workshop spaces and galleries related to street art,

With global artists like Banksy, Shepard Fairey and Invader, in two hours view an extraordinary range of art using all kinds of mediums from the traditional spray paint can, to giant 3D sculptures.

Before finishing on Brick Lane, our guides will engage with the vital debates of the street art scene including how to define street art, and the role of the gallery in its future.



*"It gives you a completely new perspective of the city"*



# Bespoke Options



The In-depth Business Visits featured are examples of some of the most popular with students and corporate groups. If you are interested in a particular industry or area that has not been represented, do not hesitate to contact us to find a vast array of partnerships to suit your programme.

For unique combinations of tours and visits, get in touch via [contact@insider-london.co.uk](mailto:contact@insider-london.co.uk).

Previous examples have included the Sustainability package featuring highlights from the Cutting-Edge Green and Sustainable Architecture Walking Tours. For a creative buzz, pair the Silicon Roundabout with Shoreditch Street Art and bring the colourful inspiration of the East End to your group. For the urban development enthusiast, combine the London Underground with the Kings Cross Regeneration. Find out what is possible!

If this is your first trip to London, why not contact us for a **Westminster Highlights Tour**. This is a bespoke version of the sight-seers classic, uncovering the centuries of history behind the capital's most important and iconic landmarks.

Our professional guides will take you on a tailor-made private tour of the sights you just cannot afford to miss!

To find out more about individual  
tours and business visits

email  
[contact@insider-london.co.uk](mailto:contact@insider-london.co.uk)

or call us today on  
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Insider London offer a medley of unique London Walking Tours for individuals and groups, from alternative guided tours of East London's Tech hub, Silicon Roundabout, to London's coolest modern architecture and cutting-edge green companies. Or for the ultimate shopping experience, try our one-of-a-kind retail tour – a sure-fire way to discover London's most opulent and innovative shopping outlets.



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